

Application No. 09/991,679
Amendment dated October 7, 2005
Reply to Office Action of May 9, 2005

Page 6

REMARKS/ARGUMENTS

New claims 26 through 38 have been entered.

Claims 1 through 25 are cancelled without prejudice or dedication to the public.

The claims of the application are directed to a system as well as an automated method for preparing of business communication over the internet. These claims are similar to former claims 21 through 25 which were directed to a process for creating customized corporate communications. These earlier claims were rejected as being obvious in light of Cannon United States Patent 5,552,994 in view of Endo et al U.S. publication 2002/0022989.

The primary reference as well as the secondary reference do not operate in the manner of the new claims. In particular, the new method system claims require the establishment of an account and the uploading to a web server of business information including graphic images, specific text messages, marketing communications associated with the wares or services of the business as well as identification of clients by means of identification and contact information in combination with a means for establishing authorized users of the specific account. The authorized users of the account can use the previously uploaded business information stored by the web server in the preparation of a business communication. The authorized user uses the business information in combination with his own personal greeting to produce the customized business communication.

With this approach, the business provides a tool to authorized users, where they are able to produce customized

Application No. 09/991,679
Amendment dated October 7, 2005
Reply to Office Action of May 9, 2005

Page 7

business communications with pre-approved corporate information. Basically, the pre-approved information has already been uploaded to the web server and the web server has been divide into different accounts where each account includes its own particular information. The authorized user can then identify clients to receive the user prepared business communication and the web server controls the content of the business communication based on selections of the authorized user of the business information as well as client information and his personal greeting.

The primary reference of Cannon as well as the secondary reference Endo do not operate on this basis.

Cannon allows a system where a user can select from different generic databases particular images which are available to any user. There is no provision for uploading of specific information for a particular account and allowing this information to be used in the formation of a business card by authorized users of the account.

The secondary reference of Endo does include advertisements of non-related corporations or individuals where the individual users profile as well as the profile of the recipient of a card is used to select particular business information of others to be added to a card as an advertisement and to provide full or partial payment for the card preparation process. As can be appreciated, the Endo arrangement requires a user to not only disclose his own personal information but to disclose personal information with respect to the intended recipient. This arrangement passes control of the card to an outside source such as the advertisers. The Endo system is in direct contradiction to the customized preparation of a business communication card to a client of a particular business account where control over the information is determined by the account

Application No. 09/991,679
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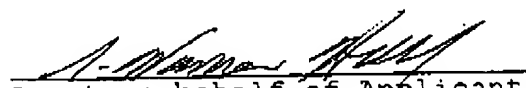
Page 8

in a specific manner. This system allows the business to have effective control on communications originating from various authorized users while still allowing the authorized user to have personalized input into the business communication to increase the effective of the business communication.

It is submitted that both the primary reference and the secondary reference effectively teach away from the claimed combination.

In view of the above reconsideration and allowance of the application is requested.

Respectfully submitted,


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